

★ ★ ★
**DETOX
&
CLEAN EATING**

28 DAYS

**VIRTUAL
BOOTCAMP**

Marketing Tips

The Detox & Clean Eating Virtual Bootcamp is a great healthy program for clients and consultants alike! And the very best way to market it, just like any program, is to experience it first, and share your results with others who may benefit.

START WITH WHY

With so many healthy living choices available today, people buy YOU, not the program or the products. Their involvement with this or any program comes down to whether or not they believe you have their best interest at heart. So make sure you do! Share with others WHY you recommend the program. Why you're joining in or did in the past. Why you believe this could help them.

All other questions are answered within the provided marketing tools and/or inside the Bootcamp:

WHO is participating and available for support

WHAT the meal plan and specific learning is

WHERE to find more resources, information, pricing, etc.

WHEN the Bootcamp starts and ends, and when to eat what

HOW the program works

PEOPLE LIKE TO KNOW ABOUT

Real goals and personal results; yours or someone else's. This is third party validation. Whether you've tried the Bootcamp in the past or are going to join in with your clients, share what your goals are.

- Do you aim to lose weight? How much?
- Do you want to have more energy? Why?
- Features & benefits. Your results may not be the same as what they can expect. But the benefits of the program are many! Ask questions to find out how and if this program can address theirs...not yours.
- Point of difference. What's different about this program. This helps people figure out for themselves WHY they'd pursue enrollment.

PEOPLE DON'T LIKE

- To be aggressively sold or pressured
- Told that something is the "best way". This is a GREAT way, but we can never claim that it's the "best" of anything. Even when we believe it is!
- To be promised specific results that they may or may not experience
- To hear about you all day long

WHERE TO PROMOTE THE BOOTCAMP

Social Media

In person

By phone

Best NOT to promote by email

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STEPS TO EFFECTIVELY MARKET THE VIRTUAL BOOTCAMP

1. Share generic Bootcamp info with
 - Your Facebook friends
 - Your existing Clients
 - Your past Clients

Include Start date and your excitement!

Include your WHY (either why you did the program before with your results, or why now with your goals)

2. When they express interest, send the Soundcloud audio 9 minute overview with Go Pro language. Again, not by email.
3. Share the order form and follow up to process orders
4. Once purchased, YOU send them the YouTube webinar link of Chef Harvey Slater's Bootcamp Program Details AND give them access to the PRIVATE Detox and Clean Eating Bootcamp Group on Facebook
5. Keep engaged with their progress and any challenges. Participate in their success!
6. Follow up near the end of the month on the 80/20 plan and remind them of their product vouchers

MARKETING DO's & DON'Ts

- DO describe your goals and what you hope to achieve
- DO use generic terms for products. It's not permissible to SELL Arbonne on public social media. Either use a business page where visitors expect Arbonne only content, or simply be a Brand Ambassador.
- DO tell your own personal experiences in the program. Regularly. Give people some insight into your dedication to a program, not just how great our products are. (Example: Your favourite delicious meal so far on the program)
- DO post your results! Use before & after pictures or video of yourself. Mention pounds or inches lost, energy levels, sleep quality, state of alertness, etc.
- DO share your positive thoughts and results IN the Bootcamp Facebook Page. It's a community!
- DON'T share ANY of the materials, including recipes posted in the Bootcamp. It's for members only...exclusive access for a reason!
- DON'T share ANY marketing materials for consultants, with prospective clients. Know your audience 😊
- DON'T add your posts to someone else's wall without their permission
- DON'T quote prices or make medical claims
- DO remember that Social Media is a public room with invited guests
- DO follow up with your friends and colleagues to learn about their results
- DO leverage live product workshops to encourage program enrollment
- DON'T steal Bootcamp materials and pretend they are yours. Give credit where it's due, since other consultants have voluntarily shared these resources with you, expecting your integrity

SOCIAL MEDIA IS SOCIAL! EVERYONE'S WATCHING. DON'T BE WEIRD.